Abstract

Steps after a user finds an attractive
product until he or she buys it are successively
performed so that he or she can buy it stressfreely.
5   The user photographs an attractive product with a
portable camera telephone terminal 1 and transmits
image data 7 to a server 3 through Internet 2. The
server 3 has a DB 4 in which images such as various
types of products, persons, and logo marks are
10   registered and a DB 5 in which related information of
image data registered in the DB 4 is registered. The
server 3 performs an image recognizing process for the
image data 7, retrieves data that match the image data
7 with a high match rate from the image data registered
15   in the DB 4, and extracts corresponding related
information from the DB 5. The related information is
provided to the user through the Internet 2. By only
transmitting the image data 7, the user can obtain
related information of an attractive product. When the
20   user accesses a site 6 for the product corresponding to
the related information, he or she can obtain detailed
information and buy the product.